

Note for Alleyne-Chin, Trish

From: Whalen, Roy
 Date: Thu, Sep 16, 1993 12:07
 Subject: FW: 1993 SPRING COLLECTION
 To: Alleyne-Chin, Trish
 Trish

2045379870

*Brand Asset
on camp & Alpine*

From: Plaia, Gina on Thu, Sep 16, 1993 9:12 AM
 Subject: FW: 1993 SPRING COLLECTION
 To: Occhiuto, Vincent; Whalen, Roy
 Cc: Marini, Erna; Sinha, Arun

*March 193
December 193*

HI VINCE AND ROY: *- got a new forecast*

Have either of you projected new total redemption #'s for this Cambridge program? Please let me know.

2045379871

Thanks, Gina

Finance

From: Rucker, Mike on Wed, Sep 15, 1993 5:42 PM
 Subject: 1993 SPRING COLLECTION
 To: Sinha, Arun
 Cc: Berenson, Donna; Plaia, Gina; Turo, Bob

Erna Marini

ARUN,

AT THIS TIME THE 1993 SPRING COLLECTION PROMOTION APPEARS TO BE A SUCCESS IN TERM OF CONSUMER ACCEPTANCE HOWEVER BECAUSE OF THE CONSUMER DEMAND FOR THE INCENTIVE ITEMS WE WILL BE EXCEEDING THE ORIGINAL \$1.9 MILLION DOLLAR BUDGET FOR THIS PROMOTION. EARLIER IN THE YEAR I HAD SET ASIDE AN ADDITIONAL \$1 M. TO COVER ANY EXTRA ORDERS BUT WE ARE GOING TO NEED EVEN MORE MONEY TO COVER THE EXPECTED COSTS OF THIS PROGRAM. ALL THE CORRESPONDENCE I HAVE IN REGARD TO THIS PROGRAM IS FROM BETH MORA, COULD YOU PLEASE FIND OUT FROM WHOEVER IS RUNNING THIS PROGRAM WHAT THEY EXPECT THE TOTAL YEAR ORDERS TO BE FOR THIS PROMOTION (PROMOTION EXPIRES 12/31/93).

SEE BELOW FOR A SUMMARY (AS OF 9/15) OF THE PROGRAM:

INCENTIVE	BUDGET QTY	ITEMS PURCH.	\$ IMPACT
S.PANTS	10,800	14,904	\$34,268
S.SHIRT	12,000	14,640	\$20,988
BB CAP	10,800	13,104	\$ 6,220
VOLLEYBALL	3,000	8,904	\$184,500
HAMMOCK	3,500	13,320	\$464,977
CAMERA	6,000	15,120	\$271,776
IGLOO COOLER	10,800	18,040	\$216,476
PARTY SET	12,000	12,510	\$5,040

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